

Office Memorandum ~~CONFIDENTIAL~~ UNITED STATES GOVERNMENT

TO : Chief, Geographic Research, GCR

DATE: 23 April 1960

FROM : Acting Chief, Cartography Division, GCR

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SUBJECT: Justification for sending Miss [redacted] to attend the International Design Conference, Aspen, Colorado, June 1-27, 1960

approved

TEG:m

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1. The International Design Conference in Aspen is a forum for the study of Design in its broad concept as a social and cultural technique in the art of communication. The conference theme this year will be "Communications Design Breaks". The program will be discussed and presented by nationally and internationally known designers, film makers, photographers, scientists, educators, and businessmen. It will be conducted in a cyclic manner with seminar workshops each with its own theme and moderator.

2. It is felt that this conference represents a unique opportunity for the Division to benefit from new ideas and guidance in the field of visual communications which will be directly applicable to the production of intelligence maps and charts. The presence of [redacted] and [redacted] at these meetings will not only benefit them personally in their professional development but will have the resultant direct benefit to the Division in improving our techniques in map and chart production.

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3. Miss [redacted]'s work, as Chief, Special Support Branch, is exclusively the production of maps and charts in support of a newspaper type operation and attendance at this conference would enable her to gain new viewpoints and new concepts for communication in the form of maps. Additionally, attendance enhances administrative knowledge of procedures for more effectively organizing graphic presentations and the development of effective techniques in their production. Increasing knowledge in the field of graphics should enhance [redacted]'s ability to supervise the production of vital intelligence maps and charts in the form of maps.

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4. Mr. [redacted], as supervisor of the Development and Construction Branch, is in a key position in the Division from which to influence the quality of the visual aspects of our work. As supervisor of the chart and graph production, he is responsible for the effectiveness of design in the presentation of statistical, geographic, political, economic, and other similar types of information. As such the opportunity afforded by attendance at this conference will improve his capability immeasurably. The problems which confront the cartographic designer are the same ones which confront designers in other fields and effective presentation of intelligence data requires that they keep abreast of new concepts in design and technological operations.

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SUBJECT: Attendance at International Design
Conference, Aspen, Colorado

23 April 1959

The trend to specialization within the Division in the past four years will continue and it is anticipated that more and more requirements for effective design of both maps and charts will be centered in the construction area of cartographic production. Therefore every effort should be made to acquire knowledge in the field of design to better meet the future challenges.

5. The daily requirement to create a variety of maps and charts under the restraints of close deadlines and "newspaper" operations exhausts the creative capabilities of our supervisors and attendance at seminars such as the International Design Conference provides a much needed stimulus. Also it is imperative that the Division constantly strive to provide opportunities for our people to more effectively fulfill their obligations to produce the highest quality maps and charts possible. Therefore, it is strongly recommended that both Miss [REDACTED] be permitted to attend.

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Distribution:

Orig. & 1 - Addressee
2 - D/GC/RR

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